

AMERICAN HEART ASSOCIATION

BACKGROUND

The American Heart Association is the nation's largest voluntary health agency, and was established in 1924. The mission of our organization is to reduce disability and death from cardiovascular diseases and stroke. Though we are making great progress toward this mission, cardiovascular diseases and stroke still are our nation's number one and number three killers of men and women.

GOAL

By the year 2010, the American Heart Association will reduce coronary heart disease, stroke and risk factors by 25 percent.

KEY WORK PROCESSES

Science – By funding research, we will help learn more about the prevention and treatment of coronary heart disease and stroke.

Advocacy – Working through the legislative process, we will help institute comprehensive tobacco legislation, increase government funding for heart and stroke research, and strengthen each community's emergency response systems.

Education – Public education programs focus upon reducing personal risk of cardiovascular diseases and stroke by removing modifiable risk factors: smoking, high blood pressure, high cholesterol, poor diet and lack of exercise. Professional education programs help educate health care professionals about the latest information on cardiovascular diseases and stroke. CPR (Cardiopulmonary Resuscitation) and AED (Automatic External Defibrillator) training prepares individuals to act in emergency situations when someone has experienced sudden cardiac arrest.

Fundraising – To accomplish all of the above, community volunteers conduct a variety of fundraising events, including Jump Rope for Heart, American Heart and Galas.

FACTS

- ♥ Over 8,900 Inland Empire residents died of cardiovascular diseases in 1999.
- ♥ Of 45 California cities with high cardiovascular mortality rates, 14 are in the Inland Empire.
- ♥ U.S. Employers spend over \$100 Billion annually for heart disease related health care costs.
- ♥ Heart disease and stroke kill more people than cancer, diabetes, and AIDS combined.
- ♥ Nationwide, one American dies of a heart attack every 33 seconds.
- ♥ Heart disease does not discriminate; it strikes all ages, genders and races.

EDUCATION

- ♥ Over 300,000 children in the U.S. learned to take care of their hearts using HeartPower!, our school site program.
- ♥ Over 200,000 adults in the U.S. learned to prevent heart disease and stroke through Health Fairs, Speakers Bureau, and worksite wellness programs.
- ♥ Annual Latinos and Heart Disease and Women's Heart Disease and Stroke events reach the two highest risk groups in Inland Empire with specific risk prevention information.

TELEPHONE: 1-800-AHA-USA-1

WEBSITE: www.heartsource.org

American Heart Association 2002-2003 Inland Empire Activities

HEARTPOWER! SCHOOL RESOURCE KITS/JUMP ROPE FOR HEART

To make correct choices in developing a heart-healthy lifestyle, students need the right information. *HeartPower!* Classroom resource kits make it easy and fun, focusing on our key messages; how the heart works, nutrition, exercise, and living tobacco-free. Through *Jump Rope for Heart*, students raise money for heart and stroke research and education.

Robin Allen, Senior Youth Market Director (909) 424-1670

Becky O'Rourke, Senior Youth Market Director (909) 424-1670

Cici Callihan, Youth Market Administrative Assistant (909) 424-1670

AMERICAN HEART WALK – September 15, 2002

The *American Heart Walk* at Ontario Mills Mall is part of an exciting national walking event to promote safe exercise and wellness through corporate and community participation. Companies from teams of walkers, who obtain pledges for the American Heart Association. This event will involve over 65,000 Inland Empire walkers from corporate, civic, and healthcare industries. To register your walk team or for more information on walk teams and sponsorship opportunities, please call:

Dianne Weiss, Senior Corporate Events Director (909) 424-1670

Cathy Grinnan, Corporate Events Director (909) 424-1670

Amber Alvarez, Corporate Events Administrative Assistant (909) 242-1670

OPERATION HEARTBEAT

Only one in ten adults knows how to perform CPR in the event of an emergency. This program works with local emergency medical systems, fire departments, and hospital emergency rooms to strengthen the "Chain of Survival" and increase the chances of survival for those who experience a sudden cardiac event.

Lourdes Vizcaino, Operation Heartbeat Director (909) 424-1670

"STARS OF THE HEART" CELEBRITY GALA

On April 12, 2003, the "stars" will come out and shine brighter than ever as the Inland Empire comes together to celebrate hope and enhanced heart research efforts at this elegant black tie gala to be held at the Doubletree Hotel in Ontario. Please join us at this fabulous high profile event as we enjoy incredible silent & live auctions, an exquisite dinner, and lively entertainment. Tickets, sponsorships, and program book ads now available.

Pam Poliakoff, Social Market Director (909) 424-1670

LATINO PROGRAMS

The American Heart Association has a high priority to reach the at-risk communities and as a result has dedicated bilingual bicultural staff to address the needs of the Latino Community. With heart disease being the #1 killer also among Latinos, bilingual and bicultural educational programs are available focusing on the risk factors of heart disease, with an emphasis on nutrition and exercise.

Lourdes Vizcaino, Health Initiatives, Latino Programs Director (909) 424-1670

HEALTH FAIR INFORMATION

A small amount of free educational material is available for businesses and organizations conducting health fairs. Large quantities of materials are available at a very low cost to accommodate large health fairs.

Call (909) 424-1670

SPEAKERS BUREAU

The American Heart Association has a number of volunteers who will speak to community and employee groups.

Call (909) 424-1670

CPR & AED TRAINING

Courses are offered throughout the Inland Empire at training centers certified by the American Heart Association. Learning how to administer Cardio Pulmonary Resuscitation and how to use an Automatic External Defibrillator will mean countless lives saved that would otherwise die from a sudden cardiac event,

Call toll free (877) 242-4277

OFFICE EXECUTIVE DIRECTOR: Pamela Marquardt